



QP CODE: 25021709



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Sound Engineering

BSET602 - NEW MEDIA

2021 Admission Onwards

9EF2145B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is protocol?
2. What is IP?
3. What is traditional media ?
4. Who created HTML?
5. What is the difference between hypertext and normal text?
6. What is Digital journalism?
7. What is microblogging?
8. Explain podcast and webcast.
9. Define Tweets.
10. What is Tim Berners-Lee best known for?
11. Who benefits from digital divide?
12. What is National Environment Awareness Campaign?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the three functions of browser?





14. Explain fiber optics. Write any three advantages and disadvantages.
15. What is the history of internet in India?
16. What is the name of the world's most popular online mapping system? Explain.
17. Explain the code of ethics for advertising in India.
18. Explain the global evolution of print media.
19. How to Report Accurately and Fairly as a Journalist?
20. What is the use of social media in social activism?
21. What is the role of social activism? Give example.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe the various types of media and advantages and disadvantages of each media.
23. Explain Digital Marketing .Comment on the various recent trends in digital marketing .
24. Explain the following terms with suitable examples: 1) Copyright 2) Patent 3) Trademark
25. Write an essay on protecting human rights.

(2×15=30)

